

Message Text

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TO AMEMBASSY LONDON

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E.O. 11652 N/A

TAGS: BEXP, SN, UK

SUBJECT: GLOBAL MARKET RESEARCH: STRAFORD AAS PILOT DRAFT

REF: LONDON 9636, MATTOX-LOUGHLIN TELCONS AUG 7 AND AUG 8

1. DRAFT LOOKS GOOD, INDICATES STRATFORD HAS CORRECT APPROACH, AND ENCOURAGES COMMERCE TO EXPECT CONTRACTOR'S FIELD WORK WILL PROVE TO HAVE BEEN ADEQUATE FOR REMAINING SIX STUDIES.

2. SEVERAL DISCREPANCIES WERE FOUND HOWEVER. CORRECTIONS SHOULD BE MADE IN SINGAPORE STUDY BEFORE PRINTED IN FINAL FORM, IF POSSIBLE. OTHERWISE, SUPPLEMENT ACCEPTABLE. BUT COMMENTS SHOULD BE APPLIED TO ALL REMAINING STUDIES.

3. MECHANICAL ITEMS: TRADE LISTS TO BE SEPARATE, READILY DETACHABLE APPENDICES TO REPORT PER SPEC APPENDIX K-1 (THIS EXCEPTION TO RULE ON PRESENTING ALL DATA IN SAME SEQUENCE AS SPECS). REQUEST REPORT PROPER HAVE PAGE NUMBERS. REMAINING COMMENTS KEYED TO SPECS.

4. TABLE 1 SHOWS DIP IN GROUND AVIONICS SALES IN 1973. RECOGNIZE SMALL MARKET SIZE PRODUCES APPEARANCE WIDE FLUCTUATIONS BUT REQUEST ANY OTHER EXPLANATION ASA COULD PROVIDE
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FROM DATA IN HAND. WAS IT BOTTOMING OUT OF TREND?

5. TABLE 4: FOREIGN SUPPLIERS COLUMNS TO BE COMPLETED FOR REMAINING FIVE EQUIPMENT CATEGORIES.

6. SPEC 3.24; LIST OF MOST SALEABLE PRODUCTS SHOULD HAVE BRIEF JUSTIFICATIONS FOR INCLUSION EACH ITEM EVEN THOUGH REDUNDANT WITH OTHER PARTS OF REPORT. THESE CAN BE AS BRIEF AS ONE-LINERS, SUCH AS "PLANNED AIRPORT EXPANSION 1977" OR "PURCHASE BUDGETED 1975/76."
"

7. SPEC 3.25.01(F) NOT EXPLICITLY TREATED (ALTHOUGH NOTE GENERALIZED MARKETING TECHNIQUES COVERED ELSEWHERE). SHOULD ADDRESS SPECIFIC ACTIONS US FIRMS COULD TAKE TO IMPROVE POSITION IN SINGAPORE MARKET.

8. SPEC 3.31.02; TABLES 5 AND 6 LACK REQUIRED FOOTNOTE REFERENCE TO ICAO AIRPORT TRAFFIC SERIES.

9. SPEC 3.32.04 (TABLE 6); CAN STRATFORD EXPLAIN SHARP DROP IN SINGAPORE INT'L AIRPORT AIRCRAFT MOVEMENTS FROM 1972 TO 1973?

10. SPEC 3.33; APPLAUD THOROUGH TREATMENT. WANT TO BE SURE THAT IN TREATING AIRLINE PLANS TO EXPAND SERVICE THAT ASA CONSIDERING NOT ONLY ROUTE EXTENSIONS, WHICH WELL COVERED, BUT ALSO INCREASED FREQUENCIES WHICH POSSIBILITY NOT MENTIONED IN REPORT.

11. SPEC 3.36.01; ATTRIBUTE ABBREVIATED TREATMENT TO SMALL SIZE SINGAPOREAN GENERAL AVIATION SECTOR. BELIEVE INFO FURNISHED PROBABLY DOES JUSTICE TO REQUIREMENT IN THIS STUDY. BUT EXPECT MUCH MORE DETAILED ADHERENCE TO THIS SPEC ITEM IN STUDIES OF MAJOR MARKETS (BRAZIL, FRANCE, UK AND SWITZERLAND).

12. SPEC 3.53; CHANGE PLACEMENT AS NOTED PARA 3 ABOVE. IN MAJOR PROSPECTIVE CUSTOMERS LIST, CORRECT OR CLARIFY FOLLOWING;

A. BELIEVE SECOND ENTRY IS SIA; IF SO, NAME INCONSISTENT WITH FORM GIVEN IN REPORT TEXT. EXTREME ATTENTION MUST BE PAID TO INSURING CORRECTNESS AND CONSISTENCY NAME USAGE
B. LAST LINE EACH ENTRY SHOULD DESCRIBE ENTITY'S PRINCIPAL ACTIVITY--NOT PRODUCTS FOR WHICH IT A CUSTOMER. SOME ENTRIES UNCLASSIFIED

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SUBMITTED WITH ONLY THE LATTER, OTHERS WITH BOTH, AND SEVERAL CORRECT. PLEASE RECTIFY.

13. TERMINOLOGY; ASSUME BOWSERS ARE REFUELLING TENDERS AND RADAR HEADS ARE THE ROTATING ANTENNAE ASSEMBLIES. PLEASE CONFIRM.

14. LOOK FORWARD TO RECEIVING MAJOR MARKET STUDIES IN WHICH ALL

SPEC ITEMS WILL BE COVERED. WISH EMPHASIZE THAT REGARD STUDY
ON WHOLE EXCELLENT. FURTHER GREATLY APPRECIATE STRATFORD (AND
EMBASSY) EXTRACONTRACTUAL COOPERATION IN SPEEDING THIS DRAFT
FOR COMMERCE REVIEW. KISSINGER

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